GOVERNMENT OF INDIA
TOURISM AND CULTURE
LOK SABHA

STARRED QUESTION NO:175
ANSWERED ON:03.03.2003
NATIONAL TOURISM POLICY
ALE NARENDRA

Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether the Union Government propose to revise the existing National Tourism Policy toattract more investment for its rapid development and employment;

(b) if so, the details thereof;

(c) whether any suggestions from various State Governments on new National Tourism Policyhave been received by the Union Government;

(d) if so, the details thereof;

(e) whether the draft new policy has been cleared by the Union Government;

(f) if so, the salient features thereof alongwith the suggestions of the State Governments incorporated therein; and

(g) the time by which it is likely to be announced?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN)

(a), (b), (c), (d), (e), (f) and (g): A statement is laid on the Table of the Sabha.

STATEMENT IN REPLY TO LOK SABHA STARRED QUESTION No 175 BE ANSWERED ON 3-3-2003 REGARDING NATIONAL TOURISM POLICY.

(a), (b), (c), (d), (e), (f) and (g): The Government has announced a National Tourism Policy in May,2002. Before the announcement, the draft of the Policy was discussed at various forums including meeting of State Chief Ministers, Tourism Ministers and State Tourism Secretaries and their views have been considered in finalising the policy. The National Tourism Policy attempts to:-

? Position tourism as a major engine of economic growth;
? Harness the direct and multiplier effects of tourism for employment generation, economic development and providing impetus to rural tourism;
? Focus on domestic tourism as a major driver of tourism growth.
? Position India as a global brand to take advantage of the burgeoning global travel trade and the vast untapped potential of India as a destination;
? Acknowledges the critical role of private sector with Government working as a pro-active facilitator and catalyst;
? Create and develop integrated tourism circuits based on India's unique civilization, heritage, and culture in partnership with states, private sector and other agencies;
? Ensure that the tourist to India gets physically invigorated mentally rejuvenated, culturally enriched, spiritually elevated and "feel India from within".